

## ORDER



**Orders**  
**Order / Rev:** 725678  
**Alt Order #:** 06399766  
**Product Desc:** DCCC  
**Estimate:** 2113  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/30/12 / 10/30/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	36	\$61,450.00	\$52,232.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	36	\$61,450.00	\$52,232.50	0.00
<b>Totals</b>	<b>36</b>	<b>\$61,450.00</b>	<b>\$52,232.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/30/12	11/05/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$600.00		0.00			
2	KPNX	11/06/12	11/06/12	M-F 10-11a Kelly	CM	10-11a	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$600.00		0.00			
3	KPNX	11/05/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-----					1	\$600.00		0.00			
4	KPNX	11/06/12	11/06/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$600.00		0.00			
5	KPNX	11/05/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-----					1	\$400.00		0.00			
6	KPNX	11/06/12	11/06/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	-T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----					1	\$400.00		0.00			

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 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 2113

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	10/30/12	11/05/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--		5			\$1,500.00		0.00				
8	KPNX	11/06/12	11/06/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----		1			\$1,500.00		0.00				
9	KPNX	10/30/12	11/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--		2			\$2,000.00		0.00				
10	KPNX	10/30/12	11/05/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	5	\$50.00	P-1	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--		5			\$50.00		0.00				
11	KPNX	11/03/12	11/03/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1			\$1,000.00		0.00				
12	KPNX	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--		2			\$1,500.00		0.00				
13	KPNX	11/06/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----		1			\$1,500.00		0.00				
14	KPNX	10/30/12	11/05/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--		5			\$600.00		0.00				
15	KPNX	11/04/12	11/04/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1			\$600.00		0.00				
16	KPNX	11/04/12	11/04/12	1105pm-1205xm 1105p Extra (Sun)	CM	1105pm-1205xm	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1			\$300.00		0.00				
18	KPNX	11/04/12	11/04/12	NFL Regular Season Football NFL Regular Season F	CM	Various (6:30 PM-9:30 PM)	-----S	:30	1	\$22,000.00	P-1	0.00	NM	1	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1			\$22,000.00		0.00				
19	KPNX	10/30/12	10/30/12	Tues Prime Other The Voice	CM	7-9p	-T-----	:30	1	\$11,200.00	P-1	0.00	NM	1	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----		1			\$11,200.00		0.00				
*Tax 1 Note: Tax 0.5%.													Totals	36	\$61,450.00

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